

UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES



TOPIC:

**BASED ON THE MARKETING OF MOCHI DESSERTS PREPARED WITH
SALVADORAN INGREDIENTS**

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ABSTRACT

The "Salvi Mochi" project is presented as an innovative proposal in the field of tourism, highlighting the artisanal creation of a product that fuses the cultural and gastronomic richness of El Salvador. The motivation behind its development lies in promoting local ingredients and offering a variety of flavors that appeal to both national and international tourists. Furthermore, the connection of Salvi Mochi to Salvadoran cultural identity is emphasized, demonstrating how traditions and gastronomy enrich the visitor experience. Sustainability is a fundamental pillar in its production, along with quality control, ensuring an authentic and responsible product. On the other hand, the profile of the entrepreneur is analyzed in relation to the challenges and opportunities present in this market niche. The needs and preferences of consumers are identified, allowing for adjustments in the offering to maximize its appeal. Finally, the key elements of Salvi Mochi's identity are highlighted, emphasizing the commitment to quality and the promotion of Salvadoran culture, thus creating a product that not only satisfies the palate but also celebrates the country's cultural heritage.

Keywords: artisanal, product, cultural, gastronomy, development, entrepreneur, sustainability, quality, consumers.

INTRODUCTION

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

The first chapter contains the general objective including three specific objectives. Secondly, the explanation and reasons why this new tourism product is being developed and the benefits that will be provided to both consumers and the environment itself. Thirdly, the description of the tourism product, as well as a brief characterization of the ingredients to be used and the flavors offered, considering the type of tourism that applies to the product highlighting its artisanal preparation and its potential appeal to both local and foreign consumers. Finally, it includes a short explanation of how strategies for human development and sustainability are applied within the creation of the Salvi mochi product.

The second chapter provides a broader context on the history of tourism and an analysis of the region's natural resources. It then explores the characteristics of Salvadoran cultural identity, including its traditions and customs, and how these are reflected in local festivities. This analysis highlights the importance of gastronomy as an integral part of the tourism experience and how Salvi Mochi can be integrated into this landscape, enriching the cultural and culinary offerings. It is also important to describe the syncretism and legends that are part of the area. Finally, the principles of sustainable tourism that Salvi Mochi intends to apply are presented, along with a strategic plan for quality control and an action plan for the project.

In the third chapter, the profile of the entrepreneur behind Salvi Mochi is examined, analyzing the different types of entrepreneurs, their characteristics, competencies, and responsibilities. The challenges and the opportunities that may arise along the way will also be discussed. Detailed information about the target market niche will be provided, identifying the needs and preferences of consumers. Lastly, the key elements of Salvi Mochi's identity will be presented, including its logo, slogan, mission, vision, and values, emphasizing the commitment to quality and Salvadoran culture.

Finally, a bibliography section will be included, providing the consulted sources, including books, academic articles, websites, and any other relevant materials that contributed to the research and development of Salvi Mochi. The bibliography will not only support the information presented but also serve as a reference for those interested in delving deeper into the topics addressed.

**CHAPTER I:
TOURISTIC
PRODUCT
PROFILE**

Objectives

General objective:

- Achieve the creation of a simple product which offers tourists and locals in San Salvador, a wide variety of flavors along with nutritious ingredients and gluten-free options to delight their culinary experience with a perfect balance between a dessert and healthy food.

Specific objectives:

- Develop strategies for the preparation of mochi dough with the aim of offering diners a different option to the classic glutinous rice, through the treatment of cassava.
- Reduce the amount of ingredients processed to create a mochi, resulting in a more natural and healthier product for consumption.
- Implement employment opportunities for young people who need work experience while studying being part of the new undertaking where tourists and locals can enjoy this product and quality customer service.

Justification

Mochi elaboration is an interesting and relevant topic for several reasons. First of all, mochi is a traditional Japanese dessert that has gained popularity around the world due to its unique flavor and soft, sticky texture. Therefore, it is important to know how this dessert is made to be able to appreciate it better.

In addition, making mochi is a process that requires skill and patience. Mochi is made from glutinous rice that is cooked and then pounded into a soft, elastic dough. This process can be complicated and requires proper technique to achieve the desired result. However, as part of an initiative to show part of El Salvador in an originally Japanese product, the original base of the recipe was modified a little to be able to prepare the dough based on yucca, a basic ingredient in Salvadoran cuisine.

It is also important to highlight that mochi has cultural and symbolic meaning in Japan. It is consumed on special occasions such as the New Year and is considered a good luck food. Therefore, knowing how to make mochi will also allow you to better understand Japanese culture and its traditions and thus foreigners will learn more about the culture of other countries or they can even find a refuge from their country of origin in their new tourist destination and learn more about Salvadoran gastronomy as they embark on a new culinary adventure.

Nowadays, most of the people are very careful about the consumption of foods with gluten or chemicals, ensuring the quality of life that the product can provide since health has become a very important factor for society, young people today even measure the amount of gluten or calories they are going to ingest in a specific meal.

Therefore, Salvi mochi aims to provide a food free of artificial coloring, flavorings, and above all gluten-free, in order to be able to provide something delicious to commensals and so that there is no doubt that the product provides a better life quality since it is prepared with natural and artisanal products.

Likewise, it is intended to make a change and contribute to avoiding more pollution worldwide, given that plastic is one of the first factors that harm and deteriorate the environment. Therefore, Salvi mochi will implement the use of biodegradable plastic when providing the delicious appetizer and also the use of reusable toppers.

And as a last point, for this venture, youth is very important since they are the ones who need job opportunities while they continue their studies. Salvi mochi will offer employment to many young people who dedicate themselves to working to be able to pay for their studies and thus achieve improvement in this count

Description of the product



Figure 1: own elaboration

Salvi Mochi is a traditional Japanese dessert modified with ingredients from Salvadoran cuisine, made either from glutinous rice or cassava root paste, whose texture tends to be soft and elastic on the outside. Inside, you can find filling with ice cream, jelly or more ingredients, generally sweet, such as myrtle ice cream, tamarind jelly, etc. These fillings are characterized by being part of Salvadoran gastronomy, as are “carreton Ice cream”

The name of this tourist product "Salvi Mochi" comes from the mixture of a traditional Japanese dessert, the "mochi" together with the surprise twist of making it based on traditional Salvadoran ingredients, both inside and outside, resulting in the mixture of both cultures “Salvi Mochi”

As part of the creation of this tourist product and given that, being something new, it needs more exposure to encourage the consumer to acquire it, the perfect location for this would be a place with a large tourist influx, where it is constantly being seen by new people. For this reason, the ideal place to show “Salvi Mochi” would be the historic center of San Salvador, near the BINAES library, specifically located at: Historic Center, on Cuscatlán Avenue, in front of the National Library of El Salvador which since the opening of BINAES has become one of the mandatory tourist destinations for foreigners and even for Salvadorans who want to discover new attractions in the country, becoming one of the places with the greatest exposure for new products such as “Salvi Mochi”.

Tourism typology

This venture is oriented towards cultural and gastronomy tourism because these are very important to create a new product in El Salvador.

Cultural tourism

This is more demanding and has the possibility of developing at any time of the year; traveling is done with the intention of “learning something,” since it is normally done by people with a higher-than-average educational level. It is common to look for historical monuments of the destination visited, the most representative gastronomic manifestations of the place and events or legends that tell its history. (Tourist, 2016)



Figure 2:
https://maps.app.goo.gl/yMKweqJVZD6zAUoZ8?g_st=iw

The location of the venture plays a very important role since it will be in the historic center in front of the National Library of El Salvador (BINAES) where hundreds of Salvadorans and foreigners visit every day, who will be able to taste a new and exquisite edition of mochas with quality ingredients and at the same time enjoy cultural attractions such as historical monuments during their tour of the center of San Salvador.

Gastronomic tourism

Since pre-Hispanic times, food has been of vital importance for man since throughout all the centuries it has allowed the forging of ethnic groups, populations, cities, countries and cultures, which have transmitted the art of cooking to our times, making ancient characters like Victor Hugo referred to food with the following phrase “God entrusts indigestion with the task of making morality in the stomachs.” (Tourist, 2022)

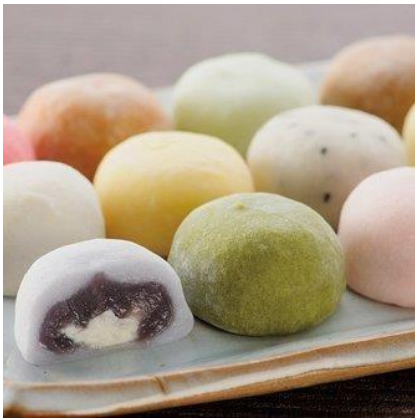


Figure 3:
<https://okashi-daikokuya.jp/item.php>

As it is evident, this product aims to be one of the best desserts prepared in San Salvador, so that tourists can taste a quality product with ingredients from El Salvador, therefore “Salvi Mochi” will be filled with different ingredients and prepared by Salvadoran hands considering a hygiene protocol and a staff capable of preparing a delicious dessert. Furthermore, it should be noted that Salvadoran gastronomy is very varied and tasty, which is why many tourists visit the country, such was the case that anyone who tastes a Salvadoran dish leaf with an unforgettable experience on their palate.

Application of strategies for human development and sustainability

Climate change

“Tourism must define its own “high-ambition scenario”; a scenario where tourism would transform towards low emission and highly efficient operations” (Climate change | UNWTO, s. f.).



Figure 4:
<https://www.publicdomainpictures.net/es/view-image.php?image=310545&picture=camb>

Salvi mochi also aims to help the environment, as is already known, pollution is a very big problem which catastrophically affects the quality of life of human beings. Knowing the aforementioned, aims to help reduce pollution caused by plastic, the best way to reduce it would be to choose to provide the delicious dessert in a topper that the diner can reuse either in household food, or equally way the customers can provide it when they buy the delicious product again.

As well as the use of biodegradable plastic for those people who do not want the topper will be in the options when purchasing the product. Since some people prefer to use plastic bags which take up less space, for this reason the use of biodegradable plastic bags is the best choice, so customers can contribute to the fight against climate change and prevent plastic from ending up in the rivers and seas of our planet.

Strategies for the maintenance and care of the environment: Practicing bio composting

“One of the major challenges to sustainable development strategies is population growth, leading to a sharp spike in overall consumption levels. To meet the agricultural demands of people, farmers have completely switched to the use of chemical fertilizers leading to water pollution and soil deterioration. To prevent the chemical contamination of natural resources, one of the best strategies for sustainable development is practicing bio composting. It is the idea of mixing soil with cattle dung, plant residue, and human waste, which will provide the soil with the necessary nourishment and nutrients without causing any environmental damage.”
(Bio composting, IMPACT Company)

Following this strategy, Salvi mochi intends to work hard to create a delicious appetizer for Salvadorans and foreigners who visit the country. Biological composting will help diners enjoy a tasty dish free of chemicals such as artificial coloring and also gluten-free. This will help people who take care of their diet to appreciate the flavor of the dish without fear of consuming something that will affect their health.

Nowadays, most people take great care of their diet, since in recent years' fitness life has become an idiom around the world, for this reason Salvi mochi is focused on helping people who take care of their health and at the same time, it gives them the opportunity to try something delicious based on organic and natural materials, which will not affect the quality of life.

Strategies for the generation of new employment opportunities for teenagers.

“When responsibly planned and managed, tourism has demonstrated its capacity to support job creation, promote inclusive social integration, protect natural and cultural heritage, conserve biodiversity, generate sustainable livelihoods and improve human wellbeing” (One planet | New report | UNWTO, s. f.).

As part of economic growth strategies for the population, Salvi Mochi has as an objective to open new positions on part-time available for students and teenagers that would give them the perfect balance between studies and economic growth, offering more stability and professional growing opportunities to the young population.

For the community in El Salvador, this will be a great opportunity for young people since it is currently very difficult in this country to find a part-time job that allows you to study or carry out another activity in the same day. For this reason, Salvi mochi has thought about helping young people with this great opportunity to work not only offering professional growing opportunities inside of the company but also outside of it by gaining expertise from an early age.

**CHAPTER II
CONDITIONAL
ELEMENTS FOR
TOURISTIC
PRODUCT
DESIGN**

History of tourism

What does tourism mean?

Tourism is a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, professional, or business reasons. These people are referred to as travelers (who may be tourists or excursionists, residents or non-residents), and tourism encompasses their activities, some of which involve tourism-related expenses (UNWTO).¹ In summary, tourism is a multifaceted activity that combines travel, stay, and participation in various activities with the goal of satisfying personal, cultural, recreational, or professional interests.

Tourism refers to the act of traveling to and within a destination that is not a person's usual home, with the purpose of experiencing and enjoying recreational, cultural, educational, or other activities. These activities may include visiting places of interest, participating in events, experiencing new cultures, and enjoying leisure and relaxation. According to William F. Theobald (1994), the word tourism originates from the Latin *tornare* and the Greek *tornos*, which means turn or circle, i.e., the movement around a central point or axis. However, later in history, with the emergence of modern English, the word *tour* was given the meaning of a trip or circuit (Francisco Mejía, 2022).²

The history of tourism is a fascinating narrative of how humans have sought and enjoyed experiences outside their usual environment throughout the centuries. However, the origin of

¹ Retrieved from: Glosario de términos de turismo | OMT (unwto.org)

² Retrieved from: Etimología del turismo: el origen de la palabra turismo - Entorno Turístico <https://www.entornoturistico.com/etimologia-del-turismo-origen-palabra-turismo/>

tourism is a complex phenomenon that has evolved over time, driven by various cultural, economic, and technological factors.

Tourism in ancient ages

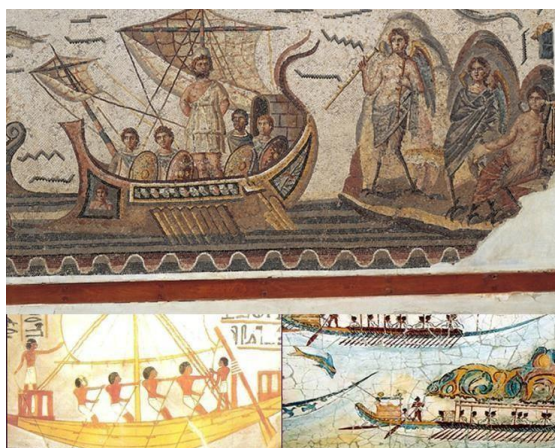


Figure 5:
<https://mediavuelta digital.com/historia-del-turismo/#el-turismo-en-la-edad-antigua>

Ancient Egypt, Greece, and Rome: Egyptians traveled for religious and leisure purposes. In Ancient Greece, the Olympic Games attracted visitors from different regions. The Romans, on the other hand, were great travelers, and their road network facilitated movement throughout the vast Roman Empire. Travel was limited to Europe, the Middle East, North America, and North Africa.

During the 3rd century B.C., the Greeks traveled to visit healing sites in the gorge, motivated by participation in religious festivals. The business associated with tourism history may have begun 3,000 years ago when the ancient pyramids were developed by the Egyptians. The Egyptians had many religious festivals and built museums, pyramids, and monumental structures that visitors came to see (Media Vuelta Digital).³

In Ancient Greece, travel was often motivated by participation in religious festivals and sporting events, such as the Olympic Games. Healing sites, like temples dedicated to Asclepius, the god of medicine, were also important destinations. Pilgrims visited these places not only to attend the festivals but also to seek healing through religious practices and natural remedies. However, In Egypt, travel was closely linked to religion. Religious festivals in large temples and ceremonies around the Egyptian gods attracted many visitors. Monuments like the Pyramids of

³ Retrieved from: <https://mediavuelta digital.com/historia-del-turismo/#el-turismo-en-la-edad-antigua>

Giza, built as tombs for the pharaohs, also drew attention. Although the Egyptians constructed these monuments primarily for religious and funerary purposes, their grandeur and complexity made them attractions for visitors and travelers of the time.

Tourism in Middle Age

Traveling in the Middle Ages presented great difficulties, yet traffic along European roads was quite high. There were multiple reasons for traveling: trade, pilgrimages, diplomatic relations, military movements, curiosity about the world, and more. Roads were generally made of dirt and in poor condition. Travel was done on foot, by horse, carts, and later in coaches, litters, etc. Travelers faced numerous challenges and dangers:



Figure 6:
<https://mediavuelta digital.com/historia-del-turismo/#el-turismo-en-la-edad-antigua>

crossing forests, rivers, and mountains, dealing with bandit attacks, enduring countless tolls, and staying in uncomfortable and unsafe inns and lodgings. However, not everything was negative; travelers also gained various rewards: economic, cultural, and personal (Angel Molina, 1999).⁴

Tourism in the Middle Ages was very different from the modern concept of traveling for pleasure. Although tourism, as we know it today, did not exist, people moved for various reasons, mainly religious, commercial, and for pilgrimages. The most common travel during the Middle Ages was pilgrimage. People from all over Europe embarked on long journeys to visit holy places such as Jerusalem, Rome, or Santiago de Compostela. These journeys were not only spiritual but also social and cultural, as pilgrims met people from other regions and experienced life outside their communities.

⁴ Retrieved from: https://www.academia.edu/71515505/Viajeros_y_Caminos_Medievales

Merchants traveled along land and sea routes to transport and sell goods between cities and countries. Medieval fairs were key points for merchants traveling to places like Champagne (France) or Flanders (Belgium), where large exchanges of goods took place. Although it wasn't considered tourism per se, travelers like Marco Polo in the 13th century narrated their adventures around the world, especially in Asia. These stories sparked great interest in learning about distant lands and new cultures.

Tourism in the Modern Age

Today, tourism implies leisure. It is more organized thanks to many operations involving managers, travel agencies, and tour operators. These businesses are involved in manufacturing, wholesale, retail, and land operations. Modern tourism is sophisticated because of globalization. The pursuit of freedom has led to high growth in independent travel (Media Vuelta Digital).⁵



Figure 7:
<https://mediavuelta digital.com/historia-del-turismo/#el-turismo-en-la-edad-antigua>

⁵ Retrieved from: <https://mediavuelta digital.com/historia-del-turismo/#el-turismo-en-la-edad-antigua>

Tourism in the Modern Age, spanning from the late 15th to the 18th century, underwent significant transformations as the world changed after great geographic discoveries, advances in science, and the expansion of trade. Although tourism was not as widespread as in later periods, the foundations for modern tourism were laid through new forms of travel, increased cultural curiosity, and the development of infrastructure that facilitated people's movement.

Some factors that influenced modern tourism include the Age of Discovery, during which navigators like Christopher Columbus, Vasco da Gama, and Ferdinand Magellan expanded the world map, sparking great interest in exploring unknown lands. These journeys, though not exactly tourism, opened new trade and cultural routes, connecting Europe with continents like America, Asia, and Africa. Additionally, in the 17th century, the custom of the Grand Tour emerged in Europe, a practice that lasted until the early 19th century. This educational journey was primarily undertaken by young European aristocrats, particularly British ones, to complete their education. The main destinations were countries like France, Italy, and sometimes Greece, where travelers learned about art, history, culture, politics, and foreign languages.

Tourism in the 20th century

The advent of the automobile in the early 20th century marked a milestone in the history of tourism, radically transforming how people traveled and experienced the world. This new means of transportation provided greater independence and flexibility, also making mass tourism accessible, profoundly and enduringly changing the travel landscape (Educa Historia).⁶

⁶ Retrieved from: Historia del turismo - educahistoria
<https://educahistoria.com/historia-del-turismo/>

Tourism in the 20th century underwent a radical transformation due to several factors, such as technological advances, economic growth, and significant social changes. During this period, tourism shifted from being an exclusive activity of the elites to a mass phenomenon accessible to large sectors of the population. This development was key to shaping the modern tourism industry. One of the main drivers of 20th-century tourism was the Industrial Revolution, which laid the groundwork in the late 19th century. Improvements in transportation, such as railways and later airplanes, significantly reduced travel time and made it easier for more people to travel.

History of Tourism in El Salvador

Tourism in El Salvador has gone through different phases of development, with moments of growth and decline due to social, economic, and political factors. In the 1960s, tourism began as an organized activity with the creation of the Salvadoran Institute of Tourism (ISTU) in 1961, whose primary function was to promote the sector and regulate tourism businesses. However, during this period, tourism had little economic relevance compared to other sectors, such as agriculture, especially coffee production (Perspectives and Trends of Tourism in El Salvador, 2008).⁷

The armed conflict during the 1980s severely affected tourism due to the insecurity in the country, leading to a drastic drop in visitors. It wasn't until after the 1992 Peace Accords that tourism began to recover. In the following years, El Salvador promoted tourism through projects like the "Mundo Maya," focusing on the cultural and archaeological heritage shared

⁷ Perspectivas y tendencias del turismo en El Salvador. (2008). *Perspectivas y tendencias del turismo en El Salvador, 1930-2008*. San Salvador: Ministerio de Turismo.

with other Central American countries (World Tourism Organization [WTO], 2000).

In recent years, the government has pushed new strategies, such as the Surf City project, which aims to position the country as an international destination for surfing and water sports. Additionally, ecotourism has gained relevance due to the country's natural wealth, such as its beaches, national parks, and volcanoes (Salvadoran Institute of Tourism [ISTU], 2021; Diario El Salvador, 2022).

Natural Resources of the Region

The main natural resources are agricultural. Among the minerals are gold, silver, limestone and gypsum. There are trees of commercial value such as oak, cedar, mahogany. (UniNet)

Salvi Mochi proposes the mixture of the original preparation of Japanese mochi with ingredients from Salvadoran culture and its strategic location will be in the historic center of San Salvador. This area is rich in natural and cultural resources that can positively influence the gastronomic proposal and the strategic positioning of the business for its profitability and operation.

Agriculture

Coffee is one of the most emblematic products of El Salvador. It will be used to make special Mochi fillings.

Salvadoran cocoa is recognized for its quality and is an excellent option for the chocolate mochi variant.

One of the most characteristic presentations of Salvi Mochi is that of “tropical fruits” such as mango, papaya, and soursop, which are abundant and characteristic of the area.

Raw Materials

The base of mochi is glutinous rice, which is present in several crops locally. It can be obtained from farmers in the region.

Sugar production, mainly from sugar cane, is relevant in various areas of the country, which not only makes this resource affordable, but also an essential part of our country shown in the product.

Cultural Fusion

The combination of traditional mochi preparation with Salvadoran cultural ingredients can lead to unique creations that promote gastronomic tourism. Using local ingredients not only supports the economy, but also provides a sense of identity and belonging to the product, a starting point that will not only place Salvi Mochi as something unique in the market, but will also help to form part of its brand identity.

Cultural Identity

Cultural identity refers to identification with, or sense of belonging to, a particular group based on various cultural categories, including nationality, ethnicity, race, gender, and religion. Cultural identity is constructed and maintained through the process of sharing collective knowledge such as traditions, heritage, language, aesthetics, norms and customs (Cultural Identity, Vivian Hsueh-Hua Chen, 2014).

As individuals typically affiliate with more than one cultural group, cultural identity is complex and multifaceted. While formerly scholars assumed identification with cultural groups to be obvious and stable, today most view it as contextual and dependent upon temporal and spatial changes. In the globalized world with increasing intercultural encounters, cultural identity is constantly enacted, negotiated,

maintained, and challenged through communicative practices (Cultural Identity, Vivian Hsueh-Hua Chen, 2014).

The center of San Salvador, the capital of El Salvador, is a place rich in history, culture, and urban life. Each of these locations in the center of San Salvador tells a part of the city's rich and complex history, from its colonial past to its modern development:



Figure 8:
https://es.wikipedia.org/wiki/Centro_hist%C3%B3rico_de_San_Salvador

Plaza Barrios

Plaza Barrios, also known as Plaza Libertad, is the heart of San Salvador's historic center. Named after Francisco Morazán Barrios, a prominent Central American leader, this plaza has been the site of many important events, including protests, celebrations, and official ceremonies.

Metropolitan Cathedral

Built in the 19th century, the Metropolitan Cathedral of San Salvador is a significant religious and architectural site. The cathedral has witnessed many historical events, including the beatification mass of Archbishop Óscar Romero in 2015. The current structure replaced several earlier versions that were destroyed by earthquakes.

El Rosario Church

An architectural landmark in San Salvador El Rosario church, famous for its modern and colorful design. Constructed in the 1970s, its unusual exterior and vibrant stained-glass contrast with the traditional style of other churches in the city.

National Theatre of El Salvador

Inaugurated in 1917, the National Theater is an impressive neoclassical building. Throughout its history, it has been the venue for numerous theatrical performances, musical events, and cultural activities. Its architecture and interior design showcase the cultural splendor of the era.

Central Market

The Central Market is one of the oldest and most traditional commercial centers in San Salvador. In this vibrant market, you can find everything from fresh produce to local crafts. It has been a key meeting place for daily life and the local economy.

National Museum of Anthropology

This museum houses a vast collection of pre-Columbian artifacts and historical objects that illustrate El Salvador's rich cultural heritage. It is an essential place to understand the history and evolution of the region.

Monument to the National Heroes

This monument pays tribute to the heroes of El Salvador's independence and is located on one of the main avenues in the historic center. It is a significant site for national memory and civic pride.

Roosevelt Avenue

This avenue is one of the main thoroughfares in the center of San Salvador and has witnessed many urban transformations over the years. Along the avenue, you can see various historical and modern buildings reflecting the city's development.

Festivities

San Salvador celebrates its **patronal festivities in honor of the Divine Savior of the World** from August 1st to 6th. Colors, fun, healthy recreation, and religious activities take place in the capital, filling the nation with joy each year (UnivoNews, 2023).

The origin of the celebration dates to the conquest of Mesoamerica when the Spanish town of San Salvador was founded in 1525 by Pedro de Alvarado. He went directly to a hill to name his new conquest and chose to honor Jesus Christ with the name "Provincia de Nuestro Señor Jesucristo, El Salvador Del Mundo," which was later shortened to "El Salvador" (UnivoNews, 2023).

Following the naming, masses were held in El Salvador in honor of the Divine Savior of the World, where settlers and colonizers celebrated the second person of the Holy Trinity. Over time, this festival gained importance not only among the people of San Salvador but throughout the entire country. More and more families joined the parades through different streets, filled with pride in their origins and joy in their faith (UnivoNews, 2023).

Currently, religious activities continue to take place that keep alive the historical context of the city and El Salvador in general, masses and processions organized by the parishioners; accompanied by bells, rockets and songs throughout the journey. But cultural wealth also takes over this patron saint's day through activities at the

National Theater of San Salvador, such as exhibitions and cultural concerts, which enhance community participation (UnivoNews, 2023).

This means that promoting cultural and religious traditions benefits the nation's identity as well as its economy and development. By celebrating these festivals, both domestic and international tourists are drawn to experience what the August festivities in honor of the Divine Savior of the World have to offer (UnivoNews, 2023).

The municipality organized the **Sívertour** from Plaza Barrios from 3:00 p.m. to 6:00 p.m., so that all interested parties can learn the history of the most emblematic places of the Historic Center. In this same space, an exhibition of drawing and painting was presented, batucada accompanied by stilt walkers and jugglers and the soloists of the San Salvador Symphony Orchestra (OSSS). Simultaneously, the Marimba de San Salvador, different batucada groups and the Digital Library were in Plaza Morazán. Additionally, on the recently liberated Delgado Street, in front of the former Metro cinema, the group Breaking X, the Bicentenario Band and the cast of OSS teachers performed (San Salvador City Hall, 2023).

Gastronomy

Despite being the smallest country in Central America, its gastronomic culture is extensive. Due to its geographical location, ingredients such as corn, cassava, beans, among others, are included in its meals. (Travelismo, El Salvador, 2022)

A notable aspect of the patronal festivities in honor of the Divine Savior of the World is the variety of dishes and snacks available at the different events. From "elotes locos" (crazy corn), the ever-present pupusas, Spanish churros, and tostadas, to traditional sweets from the region, there are many options to be found at the

fairgrounds. These food offerings complement the festivities, allowing locals and visitors from various departments to enjoy and create unforgettable experiences in a setting of healthy recreation (UnivoNews, 2023).

Syncretism

Syncretism is the process by which different cultural or religious expressions are reconciled or amalgamated to form a new tradition.

Two different traditions that are forced, by some historical circumstance, to coexist for an extended period of time, experiencing a gradual assimilation of each other's cultural elements, and resulting in a new and unique cultural expression formed from the mixture of both. (Significados, Equipo, 2024)

One of the most recognized festivals in San Salvador was **The Fifth Latin American Folkloric Dance Festival "Flores y Palmas"**. It was a free event held in Santa Tecla and at the National Library of El Salvador (BINAES) on different dates.

"Artists from Mexico, Nicaragua, Costa Rica, Colombia, and Ecuador will participate in the festival, performing on two stages," said Walter Romero, National Director of Cultural Houses.

On International Dance Day, April 29, the festival was held at the auditorium on the first floor of BINAES at 4:00 p.m. "In this fifth festival, a total of 80 people will enhance each of the scheduled activities on the different stages with the primary goal of cultural exchange, highlighting our traditions, and promoting our country," (Walter Romero, 2023)

The first Latin American Folkloric Dance Festival "Flores y Palmas" was held in May 2018, initiated by children, youth, and parents from the dance group of the Panchimalco Cultural House, who supported and managed resources to make the initiative possible along with the Citizen Committee. (Ministerio de Cultura, El Salvador, 2023)

Another important event was **the VI International film festival in the historic center of San Salvador**. From December 1 to 9, Salvadorans had the opportunity to enjoy the best of Ibero-American cinema at the VI International Film Festival of San Salvador. The city hall was hosting the event, which took place at the National Library of El Salvador (BINAES).

“As hosts of this great San Salvador Film Festival, we are very grateful to kick off this event at the best library in Latin America, which has become the hub of development, art, and culture in the city center, now transformed thanks to the leadership of Mayor Mario Durán,” said the municipality’s Secretary of Culture, César Juárez.

The festival began with the animated short film *Bestia* (Chile), and the remaining days will feature the documentary *100 Hours of Fury* (Honduras), *Before the Rain* (El Salvador), 2022, *L’Odyssée* (Cine-Concert France), *Where the Sun Rises*(Guatemala), *A Couples’ Film* (Dominican Republic), *La Mentirita Blanca* (Chile), *Argentina, 1985* (Argentina), and finally, the fiction short film *Stars of the Desert* (Chile). Each screening started at 6:00 p.m. with music provided by the San Salvador Symphony Orchestra. Admission was free, and seats were assigned randomly among participants (San Salvador City Hall, 2023).

The San Salvador Cultural Secretariat was handling the allocation of seats through its social media channels. All screenings are for audiences aged 15 and over. The festival was supported by the Ministry of Culture, the National Library of El Salvador (BINAES), the French Alliance of San Salvador, Casa Comal, the production company “Encantada por la Vida”, Balam Entertainment, and the embassies of Argentina, Chile, the Dominican Republic, and Honduras in El Salvador, among other key partners (San Salvador City Hall, 2023).

It is also important to mention **La Nuit Blanche** (White Night) is a large-scale cultural operation, originated in Paris in 2002, which proposes a series of demonstrations and exchanges between citizens and artists during the night. Over time, the concept was exported to several cities around the world: Rome, Lisbon, Madrid and Toronto. San Salvador summarized the initiative for the first time in 2016, with the aim of promoting the use and appropriation of public space, thanks to artistic creation. (Executive Line, El Salvador, 2017)⁸

The French Alliance, with the support of the Government, developed the fifth edition of the event, an initiative that was born in Paris and took over squares, streets, businesses and museums in the Historic Center of San Salvador, as well as different cultural spaces in the capital, and received more than 6,000 people who attended to enjoy the 100 free cultural expressions that were carried out, under the slogan "Eco", which sought to raise awareness about climate change and recycling (Diario El Salvador, 2023).

⁸ Retrieved from: [salvador/index.html#:~:text=La%20Nuit%20Blanche%20\(Noche%20Blanca,los%20artistas%20durante%20la%20noche](http://salvador/index.html#:~:text=La%20Nuit%20Blanche%20(Noche%20Blanca,los%20artistas%20durante%20la%20noche).

Legends

La siguanaba y el cipitío

“The Viejos de Agosto”, traditional characters in Salvadoran culture as El Cipitío, La siguanaba and others famous legends, liven up the event of Fiestas Agustinas in San Salvador and interact with the attendees.

” The Bride” of the Cemetery of the Illustrious

There are many myths surrounding "The Bride" of the Cemetery of the Illustrious, located 1.1 km from the Center Historic of San

Salvador. Salvadoran morbid curiosity allows the story of a woman who wanders through the graves at night to spread. The tragic tales about her include unrequited love, a poisoned bouquet of roses, and betrayal. However, her true story is even sadder. The mausoleum of Lidia S. Cristales de López, a name known to very few, is one of the most striking in the Cemetery of the Illustrious. It is a marble sculpture representing a young and beautiful woman dressed as a bride, holding a bouquet of flowers in her hands. She died in May 1924, six months after marrying Dr. César Emilio López and three months pregnant, according to information provided by Yolanda de Manzano, wife of Lidia’s nephew, to El Diario de Hoy.



Figure 9:
<https://historico.elsalvador.com/historico/896056/1a-novia-cementerio-los-ilustres.html>

The couple decided to travel to the island of Arcos del Espino, embarking on their journey from

San Salvador. The trip through the cobblestone streets of the time took three days, after which they had to board a cayuco (a type of canoe) to reach the island and then ride a horse to the ranch where they planned to spend their vacation. Upon arriving at the ranch, Lidia began to feel pain in her abdomen, and they decided to return. This meant making the journey again so she could be treated at the Rosales Hospital. “Keep in mind that at that time, in 1924, there wasn’t as much technology as today, and naturally, (Lidia) became very ill. The three-day journey took a toll on her, and when they arrived at the hospital, she was attended to, but she died from puerperal fever. No one killed her, no one left her in the church, or any of the other stories people claim,” (Yolanda de Manzano, 2021)⁹

⁹ Retrieved from: <https://historico.elsalvador.com/historico/896056/la-novia-cementerio-los-ilustres.html>

Principles for sustainable tourism

Sustainable tourism refers to practices that allow people to enjoy the natural and cultural resources of a destination, promoting conservation and local development, and Salvi Mochi plans to apply and consider the following:

Environmental Conservation: Ensure that business operations minimize environmental impact. This includes the use of local ingredients and practices that reduce waste, using Salvadoran ingredients from sustainable agriculture and ecological packaging practices.

Local Community Empowerment: Involve the community in the process of creating and marketing the product. Collaborate with small local producers of ingredients for mochi, promoting the economy of the region, as well as providing part-time employment opportunities for students who require extra income for their studies, etc.

Education and Awareness: Promote environmental and cultural education among customers and employees. Conduct workshops on making mochi and its connection to Salvadoran culture, raising awareness about the importance of sustainability.

Circular Economy: Aims to apply the three “R” in the operation of the business, reuse, reduce and recycle. This objective will be achieved by implementing a container return program or incentives for customers to bring their own takeout containers.

Strategic Plan

Quality Control

Quality Product: This can be achieved by using the best ingredients to ensure a delicious taste at an affordable price, presenting a quality product that satisfies customers.

Quality Customer Service: Salvi Mochi aims to provide quality customer service, considering logistics from order taking, product preparation, and delivery to customers. Therefore, Salvi Mochi will train staff to efficiently handle customer interactions and resolve any issues that arise.

Increased Advertising: Social media will be used to enhance the product's visibility by posting photos, videos, and essential information such as location and schedule. Additionally, there will be activities to reward loyal customers, generating more publicity and encouraging more people to try the delicious product.

Economic Profitability: By attracting more customers and increasing publicity, the goal is not only to generate revenue and grow the business but also to support human development and sustainability. Salvi Mochi aims to help young people who need to work to fund their university studies and contribute to job creation for them to complete their education.

Loyal Customers: When customers receive good service and a quality product, they will recommend and continue to prefer the product. Salvi Mochi also intends to offer discounts and promotions to frequent customers to encourage their continued preference.

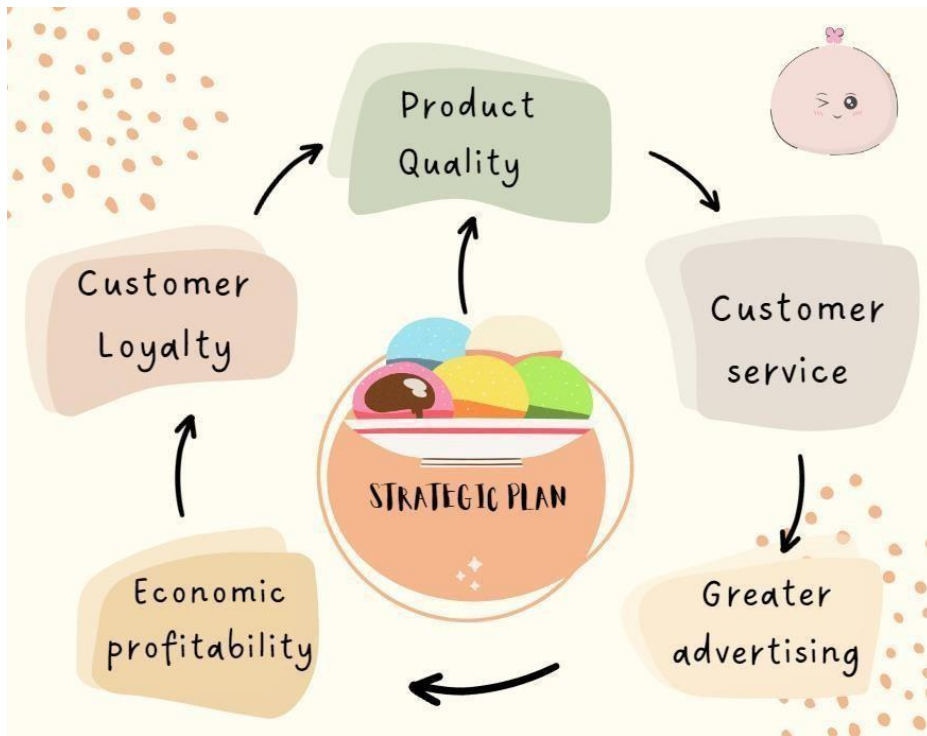


Figure 10:
Own elaboration

Strategic Action Plan

ACTION	PERSON IN CHARGE	IMPROVEMENT
Product exposure on digital platforms such as Facebook and Instagram	Lisbeth: she will create an account to show the product and promotions on Facebook and Instagram platforms. As well as being in charge of sharing the digital content such as photos, videos, reels and stories so that people know the product and they will be interested in consuming it. Further, she will be in charge of answering the messages and comments of the clients.	A free order of mochi for the birthday person. The person must charge a story on Instagram or Facebook mentioning our account.
Flyers delivery	Emerson: he will be responsible for delivering flyers to the persons around the historic center of San Salvador.	For the purchase of two mochis, get one free. Promotion valid only during the month of February.
Marketing influencer strategy through social media platform: Tiktok	Estefany: She will search for well representative and known content creator that will help, through collaborations, to position "Salvi Mochi" as one of the top dessert restaurants in San Salvador. These collaborations may or may not be paid.	Clients will receive a discount on their order or a freebie (merch) for showing the video of the influencer that convinced them to visit the store. That will help Salvi Mochi to identify which is the best influencer to work with.

Table 1:
Own elaboration

CHAPTER III

LOCAL DEVELOPMENT THROUGH A TOURISTIC PRODUCT

Definition of entrepreneur

One of the most recognized and famous definitions for entrepreneur is the one given by the economist Joseph Schumpeter “Entrepreneur is the individual that carries the combination of many different factors of production” (Schumpeter, Joseph) in which he recognizes and emphasizes the role of an entrepreneur taking participation in many of the different tasks that a business involves and in the creation of different economic opportunities.¹⁰

Being an entrepreneur means taking the chance to create a new idea and turn it into a product or service that can then be a source of income (Arnoldo García). By the previous definitions it is understood that an entrepreneur is someone with the skills to identify and create new business opportunities, take risks, organize the resources and develop the initiative for a new business. Entrepreneurs are capable of innovating and offering new products and services or even of improving existing ones.

Characteristics and competences

Daniel Goleman defines characteristics as a group of innate personal traits that define a personality and are not likely to change with the pass of time. On the other hand, competences are abilities or skills learned or acquired through experiences or practice and are more related to “what a person can do” in different situations.¹¹

Based on the previous definitions, these are some of the characteristics and competences the entrepreneurs at Salvi Mochi should count to lead the business toward success.

¹⁰ Schumpeter, J. (2003). *Entrepreneurship Style and Vision* (Vol. I)

¹¹ Goleman, D (2014) *The truth about what makes a great leader*, Forbes

<https://www.forbes.com/sites/danschawbel/2014/03/18/daniel-goleman-the-truth-about-what-makes-a-great-leader/>

CHARACTERISTICS	COMPETENCES
Initiative: Salvi Mochi has the capacity to recognize and act when an opportunity presents.	Leadership: An entrepreneur needs to have the guide and motivate a team in order to lead them towards success
Creativity: Needed in order to create a difference and highlight of the business to stand out from the other competitors.	Financial management: Management of finances, budgets and cost analysis.
Resilience: Is one of the characteristics that an entrepreneur should have to be able to recover from difficult times and to maintain the motivation.	Effective communication: a skill that should be learned to communicate ideas in a clear and persuasive way.
Passion: Is a deep compromise with what is being done and with the mission and vision of entrepreneurship.	Plan-making and organization: Fundamental to guarantee the establishment of goals and the management of resources.

Table 2: Own elaboration

Types of entrepreneurs

An entrepreneur is a key agent of change in the economy, capable of transforming ideas into reality. For which, factors such as passion, personality and resilience are going to determine the type of entrepreneur in the front of a business. Considering the previous requirements of an entrepreneur Salvi Mochi falls into the next typology:

- Innovative entrepreneur
- Social entrepreneur

Innovative entrepreneur

This type of entrepreneur creates or transforms new products, boosting the innovation in the market.

Salvi Mochi is focused on creating a product by combining pretty specific factors of two completely different cultures: the conservative and ancient Japanese culture and the funny and changing culture of El Salvador. By creating this product, we would like to evoke the memories of our clients as kids when they were eating a “sorbete de carretón” while traveling to a whole new country by biting into the chewy texture of a Japanese mochi.

Social entrepreneur

This type of entrepreneur searches not only for economic growth, but also to create a social impact in the community to boost changes and improvement in the area. “Uses tools of entrepreneurship to address social problems, creating innovative solutions that generate a significant impact” (J. Gregory Dees).¹²

Taking this definition into consideration Salvi Mochi falls into this typology for its initiative of creating part-time and flexible schedule opportunities for teenagers, that allow them to continue with their studies while generating experience and an income that will help them to grow both economically and professionally.

¹² Dees, G (2002) *Strategic Tools for social entrepreneurs enhancing the performance of your enterprising non-profit* (Vol 1)

Entrepreneur's responsibility

The responsibility of the entrepreneur free fairies to all of the obligations and ethical decisions that an entrepreneur has to take in order to make a business sustainable and to create a positive impact in the society and economy. This involves a correct management of the resources and legal normative. Taking all these factors into account, it is important to highlight that the responsibilities of an interpreter are not limited to the business only, but also to different audiences, such as:

- The customers
- Employees
- Society (a positive impact on it)
- The entrepreneur itself

Responsibility with the customers

The responsibility of an entrepreneur with the customers involves various different key aspects, such as:

- **Transparency:** it is important for the entrepreneur to project a clear and trustworthy image towards the clients, to create the feeling of security in the products or services that the business provides.
- **Quality (in both products and services):** whether the entrepreneur offers a product or service, a good quality towards the client is going to create a difference that is going to help the business stand out from the rest.
- **Feedback:** the best type of publicity for a business is the type "mouth to mouth" and there is no other strategy that is going to make a client or employee more comfortable in a business than a business or a company that knows how to listen and to take action of others' feedback. That is not only going to help the company to grow, but also, is going to make the customers and even the employees feel heard.

Responsibility with the employees

Some of the responsibilities of an entrepreneur with the employees are:

- Fair working conditions: it is going to remain for a longer period and going to make the job a better way if they feel valued and comfortable in the place they are working in it. To guarantee that, the entrepreneur needs to create fair conditions for the employees.
- Professional development: a job position should be open to let the employees work in search for their professional growth. Salvi Mochi offers internal growth for the employees to reach their professional goals, and I hope everything, their skills development
- Respect: as well as the fair working conditions, an entrepreneur needs to recognize the needs of the employees and to respect their point of views, responsibilities, motivation and compromises. To promote an inclusive and respectful environment, where discrimination and stalking are not tolerated, is a key factor for an entrepreneur to the employees.

Responsibility with the society

An entrepreneur needs to guarantee a positive social impact to the environment where the business is taking place, to achieve this, to take into consideration aspects such as sustainability, ethic, job offers generation, social compromise and transparency are key aspects for the business to grow and have a positive impact in the society.

In Salvi Mochi we take into consideration all these factors including the creation of new job offers especially focused on teenagers that need an income of money without sacrificing their professional and study development. For which flexible schedules in part-time job opportunities are offered that allows them to continue studying well having an income of money that will allow them to gain stability.

Responsibility with the entrepreneur itself

To lead a business towards the success room, it is fundamental for the entrepreneur to take care of itself first. As mentioned in the characteristics and competencies of an interpreter, this is not an easy

road to walk through for which the entrepreneur needs to guarantee a good management of the time to assure a balance between personal and professional life, and to not risk health and well-being by establishing healthy habits in rest pauses when needed.

It is also important to guarantee a continuous learning to maintain itself updated in the field where the entrepreneur takes part in, this will allow the entrepreneur to gain new skills to adapt to the different changes in the market.

Challenges and opportunities

An entrepreneur should consider some of the most common obstacles that could be present when starting a new business, especially if it is something that has no references to support or have an idea of possible scenarios; this will help the entrepreneur and the business to decrease the possibilities of failure. These possibilities should not be taken only in the sales or production area, but should spread to all the different areas that make part of a business such as cost management, ads strategies, etc. Since all these parts are what is going to make a business different and stand out from the rest of the competition. Some of the challenges to mention in Salvi Mochi are:

- **Market Density:** The popularity of mochis have increased the number of competitors in the market. For which, having an established and specific style helps the business to stand out from the rest in the market.
- **Product Saturation:** With many available options to highlight a single product gets harder, for that reason, Salvi Mochi has decided to be launched to the market with fewer options, being focused on quality and giving each product the attention, it deserves.

- **Raw Material:** The quality of each ingredient may affect significantly the prices of the final products so searching for options with good quality but that also would be affordable both for the business and the final customer is important and a priority in Salvi Mochi.

Market Niches: Definition

A market niche is a specific segment within a broader market, defined by unique characteristics, specific preferences, or consumer needs. Companies that identify these niches often develop personalized products or services that are not fully addressed by the general market's offerings. Market niches allow organizations to focus their efforts on smaller audiences, creating a differentiated value proposition and increasing customer loyalty (Kotler & Keller, 2020; Coursera, 2023).¹³

Importance of Focusing on Niches

Focusing on market niches enables businesses to compete effectively in saturated markets by avoiding direct competition with larger players. Instead of targeting the entire market, niche-focused companies provide specialized solutions, which increases consumer satisfaction. For instance, healthy food brands target customers who prioritize organic, gluten-free, or vegan products, giving them a competitive edge in these specific sectors (Clientify, 2023; HubSpot, 2023).¹⁴

¹³ Retrieved from: Kotler, P., & Keller, K. L. (2020). *Marketing Management*. Pearson.

¹³ Retrieved from: Coursera. (2023). *¿Qué es un nicho de mercado? Y cómo llegar a él*. Recuperado de <https://www.coursera.org>

¹⁴ Retrieved from: Clientify. (2023). *¿Qué es un nicho de mercado? Tipos y ejemplos*. Recuperado de <https://clientify.com>

¹⁴ Retrieved from: HubSpot. (2023). *Análisis competitivo: Qué es y cómo hacerlo*. Recuperado de <https://hubspot.com>

Types of Market Niches

Market niches can be classified according to several criteria, with some of the most common being:

- **Demographic Niches:** Focused on specific population groups, such as age, gender, or income.
- **Psychographic Niches:** Based on consumers' lifestyles, values, or interests.
- **Behavioral Niches:** Segmented by consumption patterns, loyalty, or purchase frequency.
- **Industrial and Professional Niches:** Targeted at specific economic sectors with specialized needs, such as software for architects or medical equipment (Coursera, 2023).¹⁵

Other niches can be identified using advanced strategies, such as competitor analysis or keyword research on digital platforms. These methods help uncover emerging opportunities and underexploited markets by tracking trends or gaps in existing offerings (Ahrefs, 2023).

Benefits of Niche Marketing

Working within a niche offers several advantages. Companies can create highly personalized products and campaigns, boosting conversion rates and customer loyalty. Specializing in a niche also strengthens the company's market position, as it becomes recognized as a leader or expert in that specific area. However, this approach also presents challenges, such as the reliance on a smaller market and the need for constant innovation to remain competitive (Kotler & Keller, 2020).

Key Elements for Selecting a Market Niche

¹⁵ Retrieved from: Coursera. (2023). *¿Qué es un nicho de mercado? Y cómo llegar a él*. Recuperado de <https://www.coursera.org>

Choosing the right niche requires a strategic approach to ensure the business can compete effectively and meet the specific needs of the target audience. Essential elements include market research, competitor analysis, defining the ideal customer, and evaluating profitability. These components help minimize risks and create a differentiated value proposition (Kotler & Keller, 2020; HubSpot, 2023).

1. Market Research

Market research is essential for identifying trends and opportunities that help uncover underexploited or emerging niches. It involves collecting both primary data (surveys, interviews) and secondary data (reports, statistics). This process helps businesses understand consumer preferences and unmet needs that they can address with tailored offerings (Kotler & Keller, 2020).¹⁶

2. Competitor Analysis

Evaluating competitors helps identify gaps or weaknesses that companies can leverage to differentiate themselves. Analyzing the current market offerings allows businesses to avoid saturated segments and focus on areas with less competition. Digital tools such as SEMrush or Ahrefs help identify competitors' SEO strategies and top-performing products, facilitating informed decision-making (Ahrefs, 2023; HubSpot, 2023).

3. Defining the Ideal Customer

Understanding the target customer's characteristics is crucial for designing personalized products and marketing campaigns. Demographic factors (age, gender, income), psychographics (lifestyles, values), and behavioral aspects (purchase frequency, loyalty) help businesses identify an audience that will appreciate their offerings. Properly defining the ideal customer ensures that

¹⁶ Kotler, P., & Keller, K. L. (2020). *Marketing Management*. Pearson.

marketing strategies align with the niche's needs and expectations (Coursera, 2023).

Evaluating Profitability and Sustainability

It is essential to ensure that the chosen niche is economically viable and sustainable over time. This involves analyzing the market size, customers' willingness to pay for the products or services, and production and marketing costs. Profitability should be assessed not only in financial terms but also in the company's ability to adapt to changes and remain competitive in the long run (Kotler & Keller, 2020).

A successful niche strategy requires a comprehensive approach that combines in-depth research, competitor analysis, and precise customer definition. By carefully evaluating these elements, companies can identify a segment where they offer a solid and profitable value proposition, standing out from the rest of the market.

Niche for “Salvi Mochi”

Creating a mochi, a traditional Japanese dessert, using healthy and local ingredients from El Salvador opens various market niche opportunities. This product aligns with the trend towards conscious eating while highlighting the cultural and gastronomic value of regional ingredients.

Salvi Mochi aims to target the following niches:

Healthy and Functional Foods Niche: The demand for healthy foods is rising, particularly for products offering functional benefits, such as low-sugar, gluten-free, or nutrient-rich ingredients (Kotler & Keller, 2020). A mochi made with whole-grain flours, natural sweeteners (honey or panela), and tropical fruit fillings (mango, passion fruit) would attract consumers seeking healthy dessert options. **Target Customers:** People following a balanced diet, vegans, or those with fitness-focused lifestyles.

Local and Artisanal Products Niche: Using typical Salvadoran ingredients such as coconut, purple corn, red beans, or cacao responds to the growing interest in local, sustainable, and artisanal products. This strategy aligns with trends promoting the circular economy and fair trade. A mochi inspired by traditional Salvadoran flavors would appeal to consumers who value authenticity and small-scale production. **Target Customers:** Tourists, local consumers supporting national products, and expatriates seeking cultural connections.

Allergen-Free or Special Diet Products Niche: Developing mochis that are gluten-free, dairy-free, or low in sugar could position the product in the niche for consumers with dietary restrictions, such as celiac disease or diabetes. For example, a mochi could use rice flour with coconut or corn flour and be sweetened with stevia or honey. **Target Customers:** People with food allergies, lactose intolerance, and diabetics.

Fusion Cuisine Innovation Niche: Combining Salvadoran flavors with Japanese culinary techniques offers a novel concept that could attract food lovers and those curious about new experiences. This niche could explore options like mochis filled with jocote jam, marañón cream, or Salvadoran coffee. **Target Customers:** Millennials and consumers seeking unique gastronomic experiences.

Gourmet and Premium Products Niche: Creating mochis with premium ingredients, such as high-quality cacao, single-origin coffee, or exotic fruits, would attract the gourmet market. Elegant and sustainable packaging could enhance the product's perceived value, appealing to consumers willing to pay more for exclusive, well-crafted products. **Target Customers:** High-income consumers and specialty gourmet stores.

The creation of a healthy mochi using Salvadoran ingredients has the potential to cover multiple market niches, combining cultural value, health consciousness, and culinary innovation. Each niche requires a specific positioning and communication strategy to connect effectively

with its target audience. In addition to expanding business opportunities, this approach contributes to promoting local culture and products.

Logo

A logo is defined as "a graphic symbol that represents a brand, company, or product, and is used to communicate the visual identity of the organization" (Wheeler, 2017).

The logo is crucial for a company for several reasons:

1. **Brand Identity:** A distinctive logo helps establish the brand's identity, differentiating it from competitors.
2. **Recognition:** A good logo facilitates immediate recognition of the company, creating a visual connection that customers remember.
3. **Trust and Credibility:** A professional design conveys seriousness and trust, influencing customer perceptions of the quality of products or services.
4. **Communication of Values:** The logo can reflect the company's mission, vision, and values, conveying a clear message to consumers.
5. **Versatility:** A well-designed logo is adaptable to various platforms and materials, from the website to packaging.
6. **Effective Marketing:** An attractive logo can be a powerful ally in advertising campaigns, helping to capture attention and foster customer loyalty.



Figure 11: Own elaboration

The Salvi Mochi logo features an attractive and modern design, with soft pastel colors that evoke a sense of freshness and sweetness. At the center, a stylized mochi stands out, highlighting the essence of the product. The mochi has a soft, rounded appearance, with subtle details suggesting its texture. Surrounding the mochi, the name "Salvi Mochi" is displayed in a friendly and easy-to-read, which means: "Salvi" an abbreviation of Salvadoran and "Mochi" that is product. The combination of elements creates an image that reflects Salvadoran tradition and modernity of the product.

Slogan

A slogan is defined as "a short and memorable phrase used to express the essence of a brand or product and to attract consumer attention" (Ogilvy, 1983).

The slogan is fundamental for a startup for several reasons:

1. **Brand Identity:** A good slogan encapsulates the essence of the brand, helping to establish a clear and memorable identity.
2. **Value Communication:** It conveys the purpose or benefit of the product or service concisely, allowing consumers to quickly understand what you offer.
3. **Differentiation:** It helps distinguish the startup from the competition, highlighting unique features or advantages.
4. **Ease of Remembering:** A catchy and easy-to-remember slogan increases the likelihood that consumers will associate it with the brand.
5. **Emotion and Connection:** It can evoke emotions and connect with customers on a deeper level, fostering brand loyalty.
6. **Versatility in Marketing:** An effective slogan can be used across various marketing

platforms, from advertising to social media, reinforcing the brand's presence.

"Flavor and tradition in every bite."

By using this slogan, Salvi Mochi pretends to be recognized by the unique and exquisite flavor when the customers taste each traditional mochi.

Mission

A mission of an organization can be defined as "the reason for the company's existence, which describes its purpose and the values that guide its actions" (Kotler & Keller, 2016).

The mission of a company is fundamental for several reasons:

1. **Clear Purpose:** It defines the purpose and reason for the company's existence, guiding its direction and strategic decisions.
2. **Internal Cohesion:** It provides a common framework that unites employees and teams, fostering a sense of belonging and teamwork.
3. **Decision-Making:** It serves as a reference for making decisions aligned with the company's values and goals, ensuring consistency in its actions.
4. **Customer Relations:** It helps clearly communicate to customers what the company can offer them and why they should choose it.
5. **Inspiration and Motivation:** A well-formulated mission can inspire and motivate both employees and customers, creating a commitment to the brand.
6. **Brand Identity:** It contributes to building the brand's identity, differentiating it from the competition and strengthening its market positioning.

Salvi Mochi's mission: to offer high-quality artisanal mochi made with fresh, sustainable ingredients while promoting appreciation for our culinary heritage.

Vision

The vision of an organization is defined as "a statement that describes the desired future of the company and serves as a guide for growth and development" (Kotter, 2012).

The vision of a company is crucial for several reasons:

1. **Long-Term Direction:** It provides a clear picture of where the company wants to go in the future, establishing long-term goals and objectives.
2. **Motivation and Inspiration:** An inspiring vision can motivate employees, fostering a sense of purpose and commitment to the company's mission.
3. **Decision-Making:** It serves as a guide for strategic decision-making, ensuring that the company's actions are aligned with its desired future.
4. **Organizational Cohesion:** It helps align all members of the organization toward a common goal, promoting collaboration and teamwork.
5. **Adaptability and Resilience:** A well-defined vision allows the company to adapt to changes in the environment, maintaining its direction and focus on the future.
6. **Talent Attraction:** A clear and attractive vision can be a key factor in attracting and retaining talent, as employees seek to work in places with meaningful objectives.

Salvi Mochi's vision: be a leader in creating mochi that blend the rich culinary tradition of El Salvador with the delicacy of Japanese cuisine, providing customers with a unique and exquisite experience for their palate.

Values

The values of an organization can be defined as "the fundamental beliefs that guide behavior and decisions within the company" (Schein, 2010). Salvi Mochi will apply the following values:

- **Responsibility:** refers to the obligation of an individual or entity to make ethical decisions and to account for the consequences of their actions. In an organizational context, this

involves not only fulfilling assigned tasks but also acting with integrity and transparency, and taking responsibility for the repercussions of decisions made (Robinson, 2020).

- Quality is defined as "the set of characteristics of a product or service that confer the ability to satisfy established and implied needs" (Juran & Godfrey, 1999).
- Excellence is defined as "the degree to which a set of inherent characteristics meets requirements" (ISO, 2015).
- Innovation is defined as "the implementation of a new or significantly improved product (good or service), process, marketing method, or organizational method" (OECD, 2005).
- Commitment is defined as "the degree to which an individual identifies with a job, feels part of the organization, and is willing to exert effort to achieve its goals" (Mowday, Steers, & Porter, 1979).

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